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MAR 19 1937  
U. S. Department of Agriculture.

*Choice Exhibition and  
Cut Flower*

DAHLIAS

*for*

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**I**F you wish to be happy for an hour, get intoxicated. If you wish to be happy for three days, get married. If you wish to be happy for eight days, kill your pig and eat it. But if you want to be happy forever become a gardner."---*Chinese proverb.*

*The Rainbow Gardens*

8 PROSPECT STREET

BALDWIN LONG ISLAND NEW YORK

TELEPHONE FREEPORT 1671R

*Originators-Growers and Distributors of*

*Dahlias of Distinction*

## *To all our friends:-*

It is with great pleasure that we present to you our price list for 1937. You will note that our lists are being constantly revised, new and worthwhile varieties being added, while obsolete varieties are omitted.

We would like to meet you all personally, but of course we know that is impossible, so we use this price list as our ambassador of good will. It's not elaborate nor gaudy but, neither are we. We are just plain, dirt gardeners. When we ship an order to Florida, California, Canada, or wherever its destination might be, we try to imagine whether or not the person receiving the order will have as much fun growing these plants as we have, and then concluding that they will.

And so, it is with deep appreciation to each and every one of you, (because it is you that keeps us in this business of disseminating the love of this beautiful flower, the Dahlia) for your past patronage, and assuring you that your future patronage with us will receive the same valuable consideration, we are,

Respectfully,

THE RAINBOW GARDENS.

P.S.—To those of you who have not grown our Dahlias in the past, all we ask for is just a trial order. You can't go wrong.



### ABBREVIATIONS

F.D.—Formal Decorative

I.D.—Informal Decorative

S.C.—Semi-Cactus

C.—Cactus



### Introductions for 1937

We are listing below five (which we think are the best) of the 1937 introductions. They have been selected because of their color, size, and good growing habits. They come to us highly recommended.

**Greater Glory (Salem)-(S.C.)**—Winner of eleven first prizes at leading Flower Shows. Lovely Rose Pink in color, on long and straight stems. Good growing habits. Plants \$10.00

**Lily Pons (O'Keefe-Veile)-(I.D.)**—Flowers of pure Orange averaging 11x6 inches, on strong stems. A very beautiful dahlia. Plants \$5.00

**David Copperfield (Salem)-(I.D.)** — A giant dahlia of rich Violet Purple. The blooms having great depth and very high centers. Stand staunchly on straight stems on bushes seven and eight feet tall. Plants \$5.00 net

**Robert L. Ripley (Salem)-(I.D.)**—This sensational dahlia, immense in size, was named in honor of the creator of "Believe It or Not." Color is of Rhodamine Purple suffused Rose throughout the entire flower. One of the unique features of this dahlia is that a cut bud not even showing color will develop a full flower. On strong stems with robust bushes reaching a height of 7 feet. This dahlia has been grown 16x12". Plants \$10.00

**Watchung Giant (Smith)**—A lovely dahlia of Cadimium Yellow suffused Rose. It has all that can be desired, in habits of growth, stem and foliage. Flowers are very large. Plants, \$5.00



1937 GENERAL RETAIL PRICE LIST

	Plants	Roots
<b>Adirondack Sunset</b> -(I.D.) — Scarlet and Yellow .....	\$1.00	\$2.00
<b>Adorable</b> -(I.D.) — Peach shading to Orange Yellow .....	1.00	2.00
<b>America's Sweetheart</b> -(I.D.)—Yellow....	1.50	3.00
<b>Baerne</b> -(C)—Certificate winner at Haarlem and Amsterdam, Holland. Challenge Cup winner in 1935. Color, deep Rosy-Red .....	1.50	
<b>Beauty Supreme</b> -(F.D.)—A Lavender Jersey's Beauty .....		.50
<b>Blue River</b> -(F.D.)—A lovely French Violet Good growing habits .....	1.75	
<b>Buckeye King</b> -(F.D.) — Amber Yellow, very fine .....		.75
<b>California Idol</b> -(I.D.)—The best of the large yellow dahlias .....	1.75	3.50
<b>Cavalcade</b> -(F.D.)—Deep Rosy Magenta..	.75	1.50
<b>Chautauqua Regal</b> -(F.D.)—Cardinal Red and Ivory .....		1.00
<b>Chautauqua Salute</b> (F.D.)—A lovely Pure White .....	.35	.50
<b>Chautauqua Sunset</b> -(F.D.)—Sunset shades is the color of this beautiful dahlia...	.50	1.00
<b>City of Cleveland</b> -(I.D.)—Orange Red...	.75	1.50
<b>City of Jamestown</b> -(F.D.)—Yellow .....		.35
<b>Daddy Kemp</b> -(I.D.)—Large Purplish Red	.75	1.50
<b>Dwight W. Morrow</b> -(I.D.)—Rich Crimson Red .....		.35
<b>Eagle Rock Fantasy</b> -(I.D.)—Huge flowers of clear Mellow Pink .....	.50	1.00
<b>Elissa Landi</b> -(F.D.)—Salmon Orange ....		1.00
<b>Fort Monmouth</b> -(I.D.)—Crimson Maroon		.35
<b>Geneva Beauty</b> -(F.D.)—Nopal Red with darker center .....	2.00	

	Plants	Roots
<b>Girl of Hillcrest</b> -(I.D.)—Apricot Buff....		.50
<b>Golden Eclipse</b> -(F.D.) — Golden Yellow, shaded Salmon .....		.75
<b>Golden Standard</b> -(C.)—Golden Tan, excellent .....	1.00	2.00
<b>Hillcrest Mandarin</b> -(I.D.)—Red and Gold		1.00
<b>Hunt's Velvet Wonder</b> -(I.D.) — Violet Burgundy .....	1.00	2.00
<b>Honor Bright</b> -(F.D.)—Coral Rose .....	.50	1.00
<b>Jane Cowl</b> -(I.D.)—Buff and Gold .....		.35
<b>Jean Trimbee</b> -(S.C.)—Petunia Violet ....		.75
<b>Jersey's Beauty</b> -(F.D.)—True Pink.....		.25
<b>Jersey's Dainty</b> -(C.)—White, shaded faint Pink .....	.50	1.00
<b>Jersey's Majestic</b> -(I.D.)—Copper and Gold		1.00
<b>Jersey's White Beauty</b> -(F.D.)—Pure White Jersey's Beauty .....	3.50	
<b>Jersey's Sovereign</b> -(I.D.)—Salmon Orange		
<b>Judge Samuel Seabury</b> -(I.D.)—Amaranth Pink shading to Creamy White.....	1.00	2.00
<b>Kemp's White Wonder</b> -(I.D.)—White...		.35
<b>La Toreador</b> -(F.D.)—Bright Red .....		.25
<b>Lord of Autumn</b> -(I.D.)—A 12-in. Yellow. Consistent prize winner .....	1.00	2.00
<b>Margrace</b> -(I.D.)—Bright Scarlet with a Tan reverse .....	2.50	5.00
<b>Maryland's Glory</b> -(I.D.) — Tyrian Rose shaded Crimson Carmine .....		1.00
<b>Monmouth Queen</b> -(F.D.)—Lemon Yellow		1.00
<b>Monmouth Sunburst</b> -(F.D.)— Orange, Lemon Yellow center .....		1.00
<b>Mrs. George Le Boutillier</b> -(I.D.)—Monster blooms. Dark Red .....	1.00	2.00
<b>Murphy's Masterpiece</b> -(I.D.)—Red, shading to Garnet .....	1.00	2.00
<b>Myra Howard</b> -(I.D.)—Ochreous Orange		.75
<b>Orange Moon</b> -(F.D.)—Soft Buff, shading to Orange Apricot.....		2.00
<b>Oriental Girl</b> -(I.D.)—Red with Buff reverse .....		1.50
<b>Paul Pfitzer</b> -(C.)—Primrose, shading to Shell Pink .....	.50	1.00
<b>Peaches</b> -(F.D.)—A peach colored Jersey Beauty .....	1.50	3.00
<b>Phantom</b> -(F.D.)—Violet tipped White...	.75	1.50
<b>Pink Spiral</b> -(C.)—Peach Blossom Pink with a Yellow Center .....	1.25	2.50
<b>Pride of America</b> -(S.C.)—Primrose Yellow	3.50	
<b>Pride of Austinburg</b> -(I.D.) — Grenadine Pink and Yellow .....	2.00	
<b>Reichardt's Masterpiece</b> -(C.) — A lovely Dahlia of Yellow blending to Amethyst at tips of petals .....	1.50	3.00
<b>Queen City</b> -(F.D.)—Light Cherry Pink...	3.75	
<b>Renate Mueller</b> -(C.) — Salmon Pink on Primrose Yellow .....	.50	1.00
<b>Rudolph's Giant</b> -(I.D.)—Bright Apricot..	5.00	
<b>Satan</b> -(S.C.)—Scarlet, Yellow reverse.....		.50

	Plants	Roots
Seal's H. R. S.-(I.D.)—Golden Yellow ...	.75	1.50
Shahrazade-(I.D.)—Rose Pink .....		.50
Sonny Boy-(I.D.)—Old Rose and Gold...		1.00
Supreme King-(F.D.)—American Beauty with Silver reverse .....		1.50
White Abundance-(I.D.) — A beautiful White .....	1.50	3.00
White King-(F.D.)—An excellent White for cut flowers .....		.35
William H. Hogan-(F.D.)—Carmine and White .....		.50



### POM POMS, MINIATURES, ETC.

	Plants	Roots
Arna Von Schwerin-(Pom.)—Shell Pink.		\$ .35
Aimee-(Pom.) — Orange Cadmium and Apricot .....		.25
Amber Queen-(Pom.) — Amber shaded Apricot .....		.25
Atom-(Pom.)—Bright Red .....		.25
Baby Royal-(Min.)—Apricot with Scarlet shadings .....		.50
Baby Sagamore-(Min.)—Golden Yellow..\$	.75	1.50
Bishop of Llandoff-(Min.)—Bright Scarlet	.35	.60
Bob White-(Pom.)—Pure White .....		.35
Dee Dee-(Pom.)—A lovely Lavender....		.35
Dot-(Pom.)—Pure White, very fine.....	.35	
Carla-(Min.)—Violet Rose .....		.50
Coral Glow-(Pom.)—New, Coral Pink...	.75	1.50
Edith Mueller-(Pom.)—Orange .....		.25
Eunice-(Pom.)—A pleasing Pink .....		.25
Fairy-(Min.)—Lavender Pink .....	.35	.75
Honey-(Pom.)—Pale Yellow suffused Red at tips of petals .....		.35
Irene-(Min.)—Old Rose .....		.35
Jean-(Min.)—Buff suffused Violet Rose..	.35	.75
Little David-(Pom.)—Salmon Scarlet ....		.25
Little Dream-(Min.)—A dainty Miniature Cactus of Rose Pink .....	.50	
Little Herman-(Pom.)—Deep Red tipped White .....		.25
Little Snow Queen-(Min.)—A pure White form of Little Dream .....	.50	
Mary Munns-(Pom.)—Fuchsia .....		.25
Mt. Whitney Sunset-(Min.)—Scarlet and Yellow .....	.35	.50
Paumanacke-(Min.)—Deep Red .....		.25
Peytie Conway-(Min.)—Rose Pink .....	.50	1.00
Rosa Wilmouth-(Pom.)—Rose Pink.....		.25
Sanhican's Sweetheart - (Min.) — Apricot Pink .....		.50
Scarlet Queen-(Col.) — Orange Scarlet with White collar .....		.50
Shirley Temple-(Ball)—Yellow .....	.50	1.00
Twinkle-Dahliadel's-(Orchid Flowering)— White, suffused Violet Rose .....	.75	
Yellow Gem-(Pom.)—Creamy Yellow....		.25

## Please Read Carefully

Terms: Cash with order or 25% with order, balance at shipping time.

References: Peoples State Bank of Baldwin, L. I.  
Dun & Bradstreet, New York City.

Guarantee: All stock is sent out in A-No.-1 condition, true to name, and guaranteed to grow if properly cared for. Any proving otherwise will be replaced. We cannot be responsible for failure to fill orders in full, and in no case are we responsible for more than the purchase price of the order in question.

Retail orders amounting to \$2.00 or over are sent prepaid. On green dahlia plants, Special Delivery service is advised when plants are to be shipped further than the first zone. In this event such charges (25c) are to be paid by purchaser.

Please do not send cash by mail unless registered.

### FREE ROOT OFFER

On retail orders amounting to \$5.00 to \$10.00, you may select 15% in additional stock free; on orders of \$10.00 to 25.00, select 20% free; over \$25.00. select 25% free.

### Special Discounts on Group, Garden Club and Quantity Orders